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Jones, Lynell

From: Jones, Lynell
Sent: Friday, July 16, 1999 10:04 AM
To: 'Lori Schweiger'
Subject: Version 2 of the PPZ ads

Lori,

Per our previous discussion, I was to advise you on producing Party Zone advertisement using a second version of the ad. As you may recall, the second version was created using a shadow background which we may or may not have been able to reproduce in certain publications. I spoke to Y & R, the media/ad agency, and they advised me that this version should only be ran in magazines.

Magazines that we are scheduled to run Party Zone ads in include:

Ocean Drive	Chicago Magazine	Chicago Lootlights
Cape Cod Best Read	Hamptons Magazine	Newport Best Read
Manhattan File	Nightlife	Movieline
NY Magazine	Paper	Resident Publication
Time Out NY	Philly Style	Improper Bostonian

Based on the aforementioned list, I am recommending the use of version 2 ads in these upcoming publications:

Publication	Issue Date
**Movieline	1-Oct
**Paper	1-Oct
Chicago Magazine	1-Oct
Manhattan File	1-Oct
Philly Style	1-Oct
Chicago Footlights	1-Oct
NY Magazine	4-Oct
Improper Bostonian	6-Oct
Ocean Drive	1-Nov
Stuff @ Night	12-Oct
Time Out NY	6-Oct
Improper Bostonian	20-Oct
NY Magazine	1-Nov
Resident Publication	19-Oct
Stuff @ Night	26-Oct — BOSTON
Resident Publication	26-Oct

Source: https://www.industrydocuments.ucsf.edu/docs/yfmn0004

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Time Out NY 3-Nov

This recommendation is based on the media schedule for 1999 Party Zone. All publications above are magazines and version 2 can be produced in these. You may notice that I did not include all issue of specific magazines. For instance, PPZ ads are scheduled to appear in both the 26-Oct and 2-Nov issue of Resident Publication; however, I would prefer to have the ad versions used interchangeably for this publication. Time Out NY magazine will be running PPZ ads in this same time frame.

**A decision on the content of the advertisement for these two national publications is yet to be determined.

If have any questions or recommendations, please feel free to discuss them with me.

Thanks,

Lynell Jones
Brand Assistant
Parliament
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